

MAR 16 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

LAST-MINUTE ANNOUNCEMENTS FOR WEEK ENDING FRIDAY, MARCH 13, 1942
(See Calendar of March 9th, for week-end dates previously announced)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 13 5:00 P.M.	PRESS PREVIEW: "THE JUNIOR MISS SHOP" Press preview of Tailored Woman's new Junior Miss Shop which opens to public on Mon., Mar. 16th. Shop will feature, almost entirely, fashions exclusive with the Tailored Woman, made in their own imported fabrics. Preview by invitation. Contact: Miss Belle Gillis, PL. 5-2500.	TAILORED WOMAN	742 FIFTH AVENUE
Friday March 13 Through April 12 8:00- 11:00 P.M.	PRESS PREVIEW: 7TH ANNUAL PHOTO EXHIBIT Mammoth exhibit including 1,000 pictures covering one of the most eventful years in history. Prizes will be awarded in eight classifications, three prizes and honorable mentions in each. These and the big trophy, the Harvey Deuell Award for best picture in "spot-news" class, will be presented by Jimmie Walker. Added attractions: demonstrations of some of the interesting aspects of photography. Press preview by invitation. Exhibit opens to public Sat., Mar. 14. Admission, 25¢. Contact: M. Davidson, CI. 6-2075.	PRESS PHOTOGRAPHERS ASSOC. OF NEW YORK	MUSEUM OF SCIENCE AND INDUSTRY, RCA BLDG.
Now Showing 9:30- 11:30 A.M.	PRESS PREVIEWS: COLORED SUMMER FASHIONS Wind-up of week of daily Press showings of new Colorelated fashions for summer, dyed-to-match costumes and accessories from 17 participating manufacturers. Ask for Miss Rudolph or Miss Vogel (PL. 3-9600) at the Kimball Office, to see these fashions.	ABBOTT KIMBALL	250 PARK AVENUE

WEEK BEGINNING MONDAY, MARCH 16, 1942

<u>SUMMER OPENINGS OF FOGA AND OTHER IMPORTANT DRESS, SUIT & SPORTSWEAR MFRS.</u> (Listing not complete. As other Houses report, they will be listed. Where appointments are necessary, names and phone numbers are given.)			
<u>NOW SHOWING</u> (not listed in March 9th Calendar)			
MARY LEE INC., 498 7th Ave.,	10:30 A.M. & 2:30 P.M.,	no appt. necessary	
SPECTATOR SPORTS INC., 15 W. 47th St.,	from 10:30 A.M.,	" "	" "
MAX LEVINE & CO. SUITS, 205 W. 39th St.,	continuous	" "	" "
STARR-NORMAN, INC., 530 7th Ave.,		" "	" "
KALLMAN & MORRIS, 530 7th Ave.,		" "	" "
CAMEO, 530 7th Ave.,		" "	" "
<u>BEGINNING MONDAY, MARCH 16</u>			
BEAUCRAFT CORP., 498 7th Ave.,	continuous showing,	no appt. necessary	
MISS AMERICA DANCE FROCKS, 530 7th Ave.,	continuous,	" "	" "
ROSE BARRACK INC., 530 7th Ave.,	10:30 A.M.	" "	" "
ED. GERRICK, INC., 550 7th Ave.,	continuous,	" "	" "
<u>BEGINNING TUESDAY, MARCH 17</u>			
JOSEPH WHITEHEAD, 36 W. 47th St.,	continuous,	" "	" "
PHYLLIS MARTIN, 530 7th Ave.,	10:30 A.M.,	" "	" "
JACK HERZOG & BROS., 530 7th Ave.,	10:30 A.M.,	" "	" "
BLOTTA & CONTI, 498 7th Ave.,	10:30 A.M., by appt., Mr. Galligan,		
PE. 6-8412. Publicity: Zanville Diamond, PL. 3-5252.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing Through March	INFORMAL PRESENTATION OF SPRING COLLECTIONS Informal, day-long showings of the new Spring Collections, amplified daily from now on through March. In Green Room. Open to public. Press wanting photos or special story material, contact Karen Hollis, VO . 5-5900.	BLOOMINGDALE'S	GREEN ROOM LEXINGTON AT 59TH ST.
Monday March 16 9:00 A.M. (Note change of time)	PRESS BREAKFAST PRE- VIEW: NEW COLLECTION Tina Leser will present her late Spring and early Summer Collection to members of the Fashion Press at breakfast. Miss Leser is adding suits for the first time and promises new uses of her characteristic hand-painting. Also play clothes, sportsclothes, and dinner fashions of simple type to suit the times. Contact: Mr. Ellis, LO. 3-0232.	TINA LESER	ONE WEST 57TH STREET
Monday March 16 11:00 A.M.	PRESS PREVIEW: NEW LYOLÈNE COLLECTION Madame Hélène Lyolène (formerly of Lyolène and Jacques Heim, Paris; and of Hattie Carnegie, Jeunes Filles in New York), will present her new Collection of Spring and Summer Fashions for Madame et La Jeune Fille, to the Fashion Press. By invitation. Contact: Mrs. Potter, WI. 2-4969.	MADAME ET LA JEUNE FILLE	417 PARK AVENUE
Monday March 16 4:00 P.M.	PRESS PREVIEW: ADRIAN'S FIRST COLLECTION Adrian of Hollywood (formerly designer for MGM pictures) and his wife, Janet Gaynor, will be Guests of Honor at Bonwit Teller Press Tea to mark introduction of Adrian Originals which will be carried exclusively by Bonwit's in New York. Strictly by invitation. Publ.: Nona James, EL.5-6800.	BONWIT TELLER	RECREATION ROOM 12TH FLOOR
Monday Evening March 16 6:00- 7:00 P.M.	INAUGURATING W.A.C. LISTENING POST Inaugurating a series of one-hour sessions called, "The Listening Post" in which women will have the opportunity to learn straight from authorities just what the day-by-day possibilities are for their own active participation in the war effort. Subject of first session: "Women on the Victory Production Line". Miss Florence Kelly, Deputy District Attorney, New York, will preside. Speaker: Dr. Harvey Davis, Pres., Stevens Institute of Technology. Moderator: Miss Lisa Sergio, WQXR News Commentator. Open to members of all clubs affiliated with War Action Center. Press may come by contacting Mrs. Bonnet or Miss Holden, CO. 5-6394.	WOMEN'S WAR ACTION CENTER	HENRY HUDSON HOTEL 353 WEST 57TH ST.
Monday Evening March 16 7:00 P.M.	ENVOYS TO ADDRESS ECONOMICS CLUB DINNER Maxim Litvinov, Russian Ambassador to the U.S.; R. T. C. Soong, Foreign Minister of Chinese Nationalist Government; Viscount Halifax, British Ambassador to U.S.; and Dr. Alexander Loudon, Netherlands Minister to U.S. will speak at dinner of Economics Club of New York. Mr. David Sarnoff, Pres., R.C.A., and Economics Club will preside. Open to members and their guests. Tickets, \$5.50 each for guests. For further information, Mrs. Terry, WI. 7-5800.	ECONOMICS CLUB OF NEW YORK	HOTEL ASTOR B'WAY AT 45TH ST.
Monday Evening March 16 7:45- 9:15 P.M.	FASHION COORDINA- TION COURSE Kathleen Grealish, merchandise counsel, Bonwit Teller, will close this series with a lecture on "Building a Fashion Reputation for a Store". Information, Elizabeth Weatherby, PL. 3-0773.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	ONE WEST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 16 Through March 19 9:00 A.M.- 11:00 P.M. <u>Note change of fashion show date</u>	INTERNATIONAL BEAUTY SHOP OWNERS CONVENTION Beauty authorities will present their solutions to the problems created by shortages and priorities. 200 manufacturers will exhibit. Guest staff of New York hair dressers will demonstrate coiffures for American women in active service with Nat'l Defense organizations. Also classes and forums. Highlight of Mon. session, Mar. 16th, 4:30 P.M., will be Fashion Show and Hair and Hat Revue, directed by Jean Jolle, Mistress of Ceremonies. For further information, tie-ups, etc., contact: Publicity Department, International Beauty Shop Owners Convention, 19 West 44th St., MU. 2-4382.	INTERNATIONAL BEAUTY SHOP OWNERS ASSOCIATION	HOTEL PENNSYLVANIA
Monday March 16- March 21	INTERNATIONAL FLOWER SHOW This year's motif will be "These United States", and all four corners of the country will be represented. Open to public. Admission, \$1.10. Address inquiries to Arthur Herrington, Mgr., 598 Madison Ave. Publicity: Korbel & Colwell, PL. 5-0478.	HORTICULTURAL SOCIETY OF NEW YORK	GRAND CENTRAL PALACE LEXINGTON AT 46TH ST.
Tuesday March 17 From 10:00 A.M. On.....	FLORENCE REICHMAN DRESS COLLECTION DÉBUT One of our most talented milliners, Florence Reichman, displays a brand new facet of her design-talent with the creation of a collection of Summer Dresses and Costumes of the smart, simple type that American girls and women want to wear today. Following its Trade début on 17th, Collection will be introduced to Fashion Press before it makes its Retail Début in New York. The clothes will be complemented by specially created Florence Reichman Hats. Publicity: Rejean Reichman, WI. 7-7400.	JOSEPH HALPERT	SHOWROOM 530 SEVENTH AVENUE
Tuesday March 17- Wednesday March 18 10:00 A.M. & 2:00 P.M.	ANNUAL FUR FASHION PROMENADE This year's Style Promenade, staged by Sol Vogel, Fur Designer, has, for added interest, a collection of coats tied up with 15 Hollywood "name" stars, photographed for promotional use by manufacturers and retailers. Photos will appear editorially in motion picture magazines and newspapers throughout country. Other coats in promenade will be practical and salable, designed for popular-priced field. Open to buyers, manufacturers and members of fur trade generally. Admission, \$1.10. Proceeds to charity. Press by invitation. For further information, Miss Weiner, PE. 6-7426.	SOL VOGEL, DESIGNER (330 SEVENTH AVENUE)	GOVERNOR CLINTON HOTEL, 7TH & 32
Tuesday March 17 11:00 A.M.	PRESS OPENING SPRING COLLECTION The recently reorganized House of d'Armand Inc. presents a Spring Custom-Made Collection of dresses, suits and millinery, produced by a new man-woman team, Dean Vail and Arthur Halpin, both formerly of Hattie Carnegie. Press showing strictly by invitation. Publicity: Sophie Goode, MU. 3-3171.	D'ARMAND INC.	59 EAST 52ND STREET
Tuesday March 17 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Stein & Blaine will present a "Springtime Promenade" during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Stein & Blaine Publicity: Kay Merrill, CO. 5-2837. Ritz Publicity: Marion Morrison, PL. 3-4600.	STEIN & BLAINE INC. (15 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 17 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Bonwit Teller, Saks 5th Avenue, Henri Bendel, and the Tailored Woman will participate in "A Boutonnière of Spring Fashions", 5th Annual Society-sponsored, luncheon fashion show given for benefit of Alice Chapin Adoption Nursery. Open to public. Press by invitation only. Publicity: Jane Hunter, St. Regis Hotel, PL. 3-4500.	SPONSORED BY ALICE CHAPIN ADOPTION NURSERY	ST. REGIS HOTEL VIENNESE ROOF
Tuesday March 17 2:00- 6:00 P.M.	PRESS PREVIEW: HENRI ROUSSEAU EXHIBIT Press and Critics' preview of Henri Rousseaux exhibit--a retrospective exhibit of approximately 50 works prepared in collaboration with Art Institute of Chicago. Formal members' preview, Tues., from 9 to midnight. Exhibit opens to public Wed., Mar. 18th. Previews by invitation. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday Evening March 17 Dinner	DINNER MEETING: N.Y. RETAIL AD CLUB William Howard of Macy's, Club President, will preside. Guest speaker: Fred Lazarus, Jr., Chairm. Retailers' Advisory Committee and V.P., F. & R. Lazarus & Co. Purpose: to discuss many complex problems confronting retail advertising executives at this time. Open to members only. Publicity Chairman: Dorothy Swenson (Abraham & Straus), TR. 5-7200.	RETAIL ADVERTISING EX- ECUTIVE CLUB OF N.Y.	VANDERBILT HOTEL PARK AVE. AT 33RD ST.
Tuesday Evening March 17 8:15 P.M.	METROPOLITAN MUSEUM TELEVISION PROGRAM "Weather Vanes and Figure Heads" will be subject of weekly television program presented by Metropolitan Museum of Art, based on the Museum's "Arts in the Americas" Collections. Miss Huldah M. Smith of Museum Staff will present program. C.B.S. Television Publicity: Wil Marcus, WI. 2-2000.	METROPOLITAN MUSEUM OF ART AND C.B.S.	TELEVISION STATION WCBW (15 VANDERBILT AVE.)
Wednesday March 18 1:00 P.M. Luncheon	SERT ROOM LUNCH- EON FASHION SHOW Arnold Constable will stage their big Spring Fashion Show during luncheon in the Sert Room, under direction of Mrs. Ann Albee, Fashion Coordinator. Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publicity: Miss Pierre, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL.5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday March 18 1:00 P.M. Luncheon	PRE-EASTER HAT FASHION SHOW A Pre-Easter revue of Helène Garnell Hats will be high-spot of benefit luncheon sponsored by Mrs. Charles S. Peabody's Neighborhood Committee. Admission, \$2.50. Proceeds to "Bundles For Buddies". Press by invitation. Helène Garnell, PL. 3-9017.	HELENE GARNELL FOR NEIGHBORHOOD BENEFIT	PARK LANE HOTEL
Wednesday March 18 2:30 P.M.	"UP AND DOING-1942" SPRING FASHION SHOW A. & S. presents its annual Spring Fashion Show for benefit of School Settlement Association. This year's revue, "Up and Doing-1942", features a complete Spring Wardrobe; a special skit by Elizabeth Arden and hair demonstrations by Louis, Hair Stylist of A. & S. Proceeds to School Settlement Association. Press by invitation. Publicity: Winifred Waring, TR. 5-7200.	ABRAHAM & STRAUS	ST. GEORGE HOTEL 51 CLARK ST., B'KLYN
Wednesday March 18 Through June	NEW EXHIBIT: "THE AGE OF EXPANSION" Two galleries of Junior Museum will present historic picture of the eastward expansion of Europe from 15th to 17th century, including reproductions of famous works of art from all over the world supplemented by original objects from Museum Collections. For further information: Alice Merriam, RH.4-7690.	METROPOLITAN MUSEUM OF ART	JUNIOR MUSEUM 5TH AVE. AT 82ND ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 19 11:00 A.M. On.....	SHOOTING "BRIC-A-BRAC" FASHION SHORT Vyvyan Donner will direct Short featuring fashions in the new Victorian "Bric-a-Brac" prints which will be presented by Lord & Taylor exclusively in New York. Cooperating manufacturers include: Janis-Conrad, Junior Dresses, (1400 B'way); M. & S. Extract, Misses' Dresses, (1400 B'way); Holsberg Lasoff, Women's Dresses, (1400 B'way); Sidney Heller, Blouses, (525 7th Ave.). Press may stay for sandwich luncheon at 1 P.M. by notifying Vyvyan Donner, CO. 5-7200. "Bric-a-Brac" Publ.: Murray Nathan, LA. 4-0100 or WI. 7-5849.	VYVYAN DONNER	FOX MOVIE TONE STUDIO 460 WEST 54TH STREET
Thursday March 19 12-2 P.M. & 5-7 P.M.	INFORMAL PREVIEW OF EASTER PARADE Twice on Thurs., from 12 to 2 P.M. and 5 to 7 P.M., the Subway Store of Saks 34th will present an informal preview of the Easter Parade. Open to Press and public. Publicity: Margaret Pierce, LA. 4-7000.	SAKS 34TH STREET SUBWAY STORE	B'WAY AT 34TH STREET
Thursday March 19 1:00 P.M. Luncheon	PERSIAN ROOM LUNCH- EON FASHION SHOW Jay Thorpe will present a Spring Revue of Town & Country Fashions during luncheon in the Persian Room. Open to public. Luncheon, \$2. Press by invitation. Jay Thorpe Publ.: Constance Hope, PL. 3-3390. Plaza Publ.: Joseph Ryle, PL. 3-6744.	JAY THORPE (24 W. 57TH ST.)	PLAZA HOTEL 5TH AVE. AT 59TH ST.
Thursday March 19 1:00 P.M. Luncheon	COTILLION ROOM LUNCH- EON FASHION SHOW Dorothy Couteaur (formerly with Molyneux) will present Spring Originals during luncheon in the Cotillion Room, with Hats by Violette Marsan (785 Fifth Avenue). Open to public. Luncheon, \$2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.	DOROTHY COUTEAUR INC. (695 FIFTH AVENUE)	PIERRE HOTEL 5TH AVE. AT 61ST ST.
Friday March 20 12:30 P.M. Luncheon	WOOL-KNIT BENEFIT FASHION SHOW Bergdorf Goodman, Bonwit Teller, Saks 5th Avenue, De Pinna, Tailored Woman, Peck & Peck, Martha West, and Abercrombie & Fitch, will participate in a luncheon fashion show of Wool-Knit Costumes, both machine-made and hand-knit, presented for the benefit of the American Hospital in Britain, under auspices of Surgical Dressing Unit of British War Relief. June Hamilton Rhodes, Bureau of Fashion Trends, will direct show and present fashion commentary. Open to public. Admission, \$3.15 (incl. tax). Press by invitation. Publicity: Bureau of Fashion Trends, WI. 7-7476.	FOR AMERICAN HOSPITAL IN BRITAIN	HOTEL PIERRE BALLROOM
Friday March 20 2:30 P.M.	FASHION SHOW FOR LARGER WOMEN Presentation of new Spring Fashions for the larger woman, modeled by Powers Girls in the same category. Open to Press and Customers, by invitation. Publicity: Mr. Rattner, WI. 7-6400.	ROAMAN'S DEPT. STORE	20 WEST 39TH STREET FASHION FLOOR
Friday March 20 4:00 P.M.	PRESS PREVIEW: SUMMER COLLECTION Mollie Parnis will celebrate the expansion of Parnis-Levinson into the whole of the 18th floor at 530 7th Avenue with a Press party, when she will also present her new Summer Collection. Strictly by invitation. Publicity: Constance Hope, PL. 3-3390.	PARNIS-LEVINSON INC.	530 SEVENTH AVENUE 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 21 1:20- 1:30 P.M.	ANNOUNCEMENT OF 10 BEST DRESSED WOMEN The ten best-dressed women in America, designated annually by a selecting committee of Fashion Experts, will be announced over the CBS Network by Emile Alvin Hartman, Director, Fashion Academy. Miss Rosellen Callahan of the CBS staff will interview several of these women on the matter of "How to be well-dressed in War-Time and on a War-Time Budget.". Publicity: R. Callahan, WI. 2-2000.	SELECTION COMMITTEE	CBS-NETWORK
Saturday Evening March 21	BENEFIT FASHION SHOW AND ALL-STAR REVUE Honorary patrons and patronesses: Mrs. Franklin D. Roosevelt; Governor Lehman; Mayor La Guardia. Mr. Samuel Zahn, Pres., International Dress. Co., heads cooperating committee which includes leading Seventh Avenue manufacturers. Fashion presentation under direction of Mrs. William Loweth (Anne Lauren). Exhibitors include: Rose Barrack; Blotta & Conti; Capri; Carmel Bros.; Chas. Cooper; Davidow; Deitsch, Wersba & Coppola; Anna Duke; Elfreda; Fox Brownie; A. Goodman; Joseph Halpert; Harvey Berin; Samuel Kass; Mary Lee; Linker & Herbert; Philip Mangone; Milmont Gowns; Pattullo; Ben Reig; Maurice Rentner; Ann Sadowsky; Martin Simon; Herbert Sondheim; Spectator Sports; Zuckerman & Kraus. Exhibitors in special Pageant of United Nations include: Carmel Bros.; Samuel Chapman; Jack Herzog; Kallman & Morris; Mary Lee; Linker & Herbert; Milmont Gowns; Pattullo; Ben Reig; Martin Simon and others. Admission, \$1.10 up. For further information, contact: Mrs. Gustave Hartman, AL.4-8300.	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Sunday March 22- March 24	ALLIED SHOE PRODUCTS AND STYLE EXHIBIT Group showing of products and findings that go into shoe-making. Open to industry. For further information, Mr. A.C.Reuter, 47 W. 34th, WI. 7-7943.		BELMONT PLAZA HOTEL LEXINGTON AT 49TH ST.
Monday March 23- March 24	ANNUAL SPRING LEATHER SHOW & STYLE CONFERENCE Spring Leather Show and Shoe Style Conference, staged jointly by Tanners' Council and National Shoe Retailers' Association. Schedule of events: <u>MONDAY, MARCH 23RD</u> <u>10:30 A.M.</u> Formal Opening of Style Conference - Starlight Roof - 18th Fl. Following addresses by Harold F. Volk, Pres. N.S.R.A.; Merrill A. Watson, Exec. V.P., Tanners' Council and M.L. Chandross, O.P.A., Mrs. Hortense M. Odium, Chairm. of Board, Bonwit Teller, will address audience on "The War and the Retail Store"; and Miss Eleanor Scully, Shoe Fashion Ed., Vogue, will present "Fashion on a War Footing". <u>2:30 P.M.</u> Men's Shoe Style Committee Meeting - Jade Room - 3rd Floor. <u>TUESDAY, MARCH 24TH</u> <u>10:00 A.M.</u> Children's Shoe Style Committee Meeting - Jade Room - 3rd Fl. <u>2:00 P.M.</u> Women's Shoe Style Committee Meeting - Jade Room - 3rd Fl. Grand Ballroom will house Tanners' Council showing of American Leathers for Fall and Winter, 1942-3. Contact: Mr. J. L. Nelson for Tanners' Council, BE. 3-0494; and Mr. Lee Langston for N.S.R.A., AS. 4-9515.	TANNERS' COUNCIL & NAT'L SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday March 23 March 24	ANNUAL KNIT OUTER- WEAR CONVENTION Theme of sessions will revolve around "Knitted Outer-Wear in a War Economy". Climax of convention will be Victory Banquet, Tues. evening, Mar. 24th. Name of speaker, leading national figure identified with war program, to be announced. For further information, program of events, contact: Mr. Michaelson, Nat'l Knit Outer-Wear Assoc., 386 Fourth Avenue, AS. 4-7524.	NATIONAL KNIT OUTER- WEAR ASSOCIATION	HOTEL ASTOR B'WAY AT 45TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 23 3:00 P.M.	GARDEN FASHION SHOW Gimbel's will present a gala garden fashion show introducing ideal gardening fashions and country sports clothes. Mr. Eld Seymour, Ed. of "American Home", will talk on "How to Plant a Defense Garden". Open to country gardeners, Manhattan window-box gardeners and members of the Fashion and Home Furnishings Press. Publicity: Marjorie Howard, PE. 6-5100.	GIMBEL BROTHERS	BROADWAY AT 33RD ST.
Tuesday March 24 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW The Tailored Woman will present Easter Fashions during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Tailored Woman Publicity: Belle Gillis, PL. 5-2500. Ritz: Marion Morrison, PL. 3-4600.	TAILORED WOMAN (742 FIFTH AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 24 1:00 P.M. Luncheon	SPRING LUNCHEON FASHION SHOW Hertha May will present a review of Spring Fashions during luncheon in the Trianon Room at the Ambassador. Open to public. Luncheon, \$1.50. Press by invitation. Publicity: Corinne Buchanan, WI. 2-1000.	HERTHA MAY, INC. (15 EAST 56TH ST.)	AMBASSADOR HOTEL TRIANON ROOM
Tuesday March 24 2:30 P.M.	REVIEW OF "SPRING HATS AND HAIR-DO'S" Altman will present the last word on "Spring Hats and Hair-Do's" to members of the Press and customers at a fashion show in the Charleston Gardens. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN	FIFTH AVE. AT 34TH ST. CHARLESTON GARDENS
Wednesday March 25 1:00 P.M. Luncheon	SERT ROOM LUNCH- EON FASHION SHOW Belle Sutton Originals designed exclusively for Town & Travel Wear of the Waldorf, will be presented during luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Publ.: Ted Saucier, EL. 5-3000.	TOWN & TRAVEL WEAR OF THE WALDORF	WALDORF ASTORIA HOTEL
Thursday March 26 1:00 P.M. Luncheon	EASTER FASHION SHOW IN PERSIAN ROOM Franklin Simon will preview the Easter Scene during luncheon in the Persian Room. Open to public. Luncheon, \$2. Press by invitation. Franklin Simon. Publicity: Mrs. Mildred Kaldor, WI. 7-9600. Plaza: Joseph Ryle, PL. 3-6744.	FRANKLIN SIMON (5TH AVE. AT 38TH ST.)	PLAZA HOTEL 5TH AT 58TH
Thursday March 26 1:00 P.M. Luncheon	"EASTER PARADE" FASHION SHOW Joseph Whitehead (36 W. 47th St.) will present "Easter Parade" Fashions with Easter Hats and Accessories by Lilly Daché (78 E. 56th St.). Easter Corsages by Judith's Garden (515 Madison Ave.). Open to public. Luncheon, \$2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.	JOSEPH WHITEHEAD & LILLY DACHÉ	PIERRE HOTEL COTILLION ROOM
Thursday March 26 8:00 P.M.	FASHION SHOW & TALK "The Home Front in Clothes and Make-Up" will be the engrossing subject of an illustrated lecture given by Mrs. Mildred Kaldor, Publicity Director, Franklin Simon, to members of the Allerton Social Club. Mrs. Kaldor's talk will be illustrated with Fashions from Franklin Simon and a Beauty Demonstration by Dorothy Gray. Press may come by contacting Peggy Sanderson, CA. 5-3700.	MRS. MILDRED KALDOR, FRANKLIN SIMON	MIDSTON HOUSE 22 EAST 38TH STREET
Saturday March 28 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Presentation of Vera Maxwell designs in British Fabrics will be highspot of benefit luncheon given by N.Y. Infirmary for Women and Children. June	N.Y. INFIRMARY FOR WOMEN & CHILDREN	PIERRE HOTEL BALLROOM

(Continued on following page)

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(Continued from preceding page)

Hamilton Rhodes, Bureau of Fashion Trends, will direct and coordinate the presentation, acting as fashion commentator. Open to public. Luncheon, \$3.15 (incl. tax). Press by invitation only. Publicity: Bureau of Fashion Trends, WI. 7-7476.

Tuesday March 31 1:00 P.M.	RITZ LUNCHEON FASHION SHOW Walter Florell will present Easter Hats during the Pre-Easter Luncheon Fashion Show in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Florell Publ.: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 EAST 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
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Monday April 6	INTRODUCING "REAP THE WILD WIND" FASHIONS Adaptations of the original costumes designed by Natalie Visart for Paulette Goddard, star of the forthcoming Cecil DeMille technicolor picture, "Reap The Wild Wind"; will make their debut in Best's windows, following the Music Hall Premiere of movie on Thursday, March 26th. Participating mfrs. include: Roberta Gowns, Evening Dresses, (530 7th); Bert Schnurer-Cabana, Play Clothes, (1410 B'way); Edward Mackoud, Negligées, (45 E. 30th); Sally Victor, Hats, (18 E. 53rd); and Helitzer, Blouses, (525 7th). For further information, tie-ins, etc., contact: Helen Gardner, Modern Merchandising, Bur., MU. 2-4949.	BEST & COMPANY	5TH AVE. AT 35TH ST.
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Tuesday April 7 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Nelson-Hickson will be fashion exhibitor during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Marion Morrison, PL. 3-4600.	NELSON-HICKSON INC. (9 WEST 57TH STREET)	RITZ CARLTON HOTEL OVAL ROOM
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Tuesday April 7	TENTATIVE OPENING DATE OF CIRCUS	RINGLING BROS., BARNUM & BAILEY	MADISON SQ. GARDEN 8TH AVE. AT 50TH ST.
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Thursday April 9- Saturday May 9	OPENING: JAMAICA SPRING RACE MEET Open to public. General admission, \$1.50 (incl. tax), for grand stand. Club House admission, \$4. For further information, MA. 4-1940.	METROPOLITAN JOCKEY CLUB	JAMAICA TRACK JAMAICA, LONG ISLAND
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Week of April 11- April 18	UNITED CHINA RELIEF WEEK United China Relief will inaugurate their 1942 drive for funds on April 11. Entire week will be devoted to great national campaign extending through all social and industrial groups of America. Schedule of events will follow in later issue of FASHION CALENDAR. For further information, tie-ups, etc., consult, Kathleen Connor, Mdse. Dir., U.C.R., CI. 5-4100.		
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Tuesday April 14 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Mary Lewis will present a Cotton Fashion Show during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-4401. Ritz Publ.: Marion Morrison, PL. 3-4600.	MARY LEWIS (638 FIFTH AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
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Tuesday April 14 Through April 17 (Time Later)	1942 PACKAGING EXPOSITION 12th Packaging Exposition and Conference of the American Management Assoc. This year's parley will concentrate on current problems in packaging, including efficient use of existing materials and development of substitutes for materials not available in future. Admission to Packaging Exhibit, free. Admission fee for Conference in later issue of FASHION CALENDAR. For further information, Mr. James O. Rice, Ed. American Management Assoc., BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	HOTEL ASTOR B'WAY AT 45TH ST.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mid-April	1ST SHOWING CHILDREN'S FALL COAT LINES Probable opening date of first children's Fall coat lines, earlier than usual in effort to prevent delivery tieups.	CHILDREN'S COAT MANUFACTURERS	INDIVIDUAL SHOWROOMS
Beginning April 22 Through Month of June (Exact time of Press & Members' Previews in later Issue.)	IMPORTANT EXHIBIT:- "RE-NAISSANCE IN FASHION, 1942" First comprehensive exhibit of contemporary costumes and dress fabrics to be held at Metropolitan Museum of Art. Participating Designers include: Ethel Frankau of Bergdorf Goodman, Chairm. of Committee; Bertha Stern of Henri Bendel; Leslie Morris and Mark Mooring of Bergdorf Goodman; Fira Benenson of Bonwit Teller; Wilson Folmar of Jay Thorpe; Sophie Gimbel of Saks 5th Avenue; Valentina; Jessie Franklin Turner; Hattie Carnegie; Germaine Monteil; Nettie Rosenstein; and Omar Kiam. Textile Exhibitors, headed by Dr. H.D.W. Smith of The A. M. Tenney Associates, include: S. Stroock; A.D. Juilliard; John Walther; J.P. Stevens; Catoir Silk; Celanese Corp.; Cheney Bros.; American Bemberg; Glendale; Everfast; Haffner Associates; and Sidney Blumenthal. Series of lectures will accompany exhibit, directed by Mr. M.D.C. Crawford, Research Ed., Fairchild Publications. For complete information, contact: Special Publicity: Evelyn Gerstein Associates (Miss Roll) CI. 7-7632.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
Tuesday April 24 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW The same S. Lange who delighted the Fashion Press recently with his own fresh approach to millinery, will present his new Collection of Custom-Made clothes, complemented by his exceedingly original hats. Open to public. Luncheon, \$2. Press by invitation. Publicity: Rosemary Sheehan, PL. 8-1390. St. Regis Publicity: Jane Hunter, PL. 3-4500.	S. LANGE, INC. (20 EAST 57TH STREET)	ST. REGIS HOTEL IRIDIUM ROOM

HOME FURNISHINGS CALENDAR

Tuesday April 14 12:30 P.M. Luncheon	LUNCHEON DÉBUT OF NEW RUSSIAN COOK BOOK A new "Russian Cook Book for American Homes" will make its debut at a Woman's Luncheon in New York which will be addressed by Mrs. Roosevelt, Madame Litvinov, and Margaret Webster. This gaily illustrated cook book, edited by Gaynor Maddox, food columnist and magazine writer, will contain 250 recipes for Russian dishes, written in terms of American ingredients and American cooking habits. Many are favorite recipes of such notables as Mme. Maxim Litvinov, Mrs. Franklin D. Roosevelt, Dr. Sergei Koussevitsky, Prince Chavchavadze and others. Cost of book, \$1. Proceeds to R.W.R., for medicine, surgical instruments, food and clothing. Tickets for luncheon from R.W.R. headquarters, 535 Fifth Ave. Admission, \$3. R.W.R. Publicity: VA. 6-3203.	RUSSIAN WAR RELIEF INC.	WALDORF ASTORIA GRAND BALLROOM
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DATES AHEAD

Mar. 16	FEDERAL INCOME TAX DUE (Monday)
Mar. 17	ST. PATRICK'S DAY (Tuesday)
Mar. 21	1ST DAY OF SPRING (Saturday)
Mar. 29	PALM SUNDAY
Apr. 2	1ST DAY OF PASSOVER (Thursday)
Apr. 5	EASTER SUNDAY
Apr. 6	ARMY DAY (Monday)
Apr. 14	PAN-AMERICAN DAY (Tuesday)
May 10	MOTHER'S DAY (Sunday)
May 30	MEMORIAL DAY (Saturday)

RED LETTER WEEKS

Mar. 16-21	NATIONAL HOBBY WEEK
Mar. 28-4/4	NATIONAL BASEBALL WEEK
Apr. 1-7	CONSERVATION WEEK
Apr. 11-19	AMERICA'S HOME WEEK
Apr. 16-25	NATIONAL HARDWARE WEEK
Apr. 20-25	NATIONAL NOTION WEEK
Apr. 26-5/2	NATIONAL BABY WEEK
May 3-10	NATIONAL MUSIC WEEK
May 15-23	NATIONAL COTTON WEEK
May 23-30	NATIONAL TENNIS WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Now	"JOHNNY DOODLE"	POPULAR THEATRE, 320 W. 57TH ST.
Showing	Play about America's fight for freedom, 1776-1942, told in song, dance and dialogue. A "living newspaper"-musical. Publicity: Norma Ross, 1440 B'way, Room 1757.	
Sunday	CLOSING NIGHT: METROPOLITAN OPERA SEASON, METROPOLITAN OPERA HOUSE	
March 15	Gala program. Leading Metropolitan Opera artists will appear. Also ballet. Six finalists in Met. Opera Auditions of the Air will each sing aria with Met. Opera Orchestra. Winners will be awarded contracts with the Metropolitan Opera Company. Publicity: Frank Wenker, PE. 6-1200.	
Monday	PREMIERE: "A GIRL MUST LIVE" (Cinema)	LITTLE CARNEGIE, 57TH STREET
March 16	British picture starring Margaret Lockwood. Released by Universal. Publicity: Ruth Morrow, CI. 7-7100.	
Monday	PREMIERE: "JOHNNY 2X4"	LONGACRE THEATRE, 220 W. 46th STREET
March 16	Comedy drama by Rowland Brown. Action takes place in Greenwich Village night club during Prohibition. Cast includes Evelyn Wyckoff, Marie Austin, George Kelly, Charley Adler and Jack Arthur. Costumes by Brooks. Publicity: Mary March, PL. 3-8455.	
Wednesday	ORT MUSIC FESTIVAL OF ALLIED NATIONS	CARNEGIE HALL, WEST 57TH STREET
March 18	Music of 15 anti-axis countries, performed by important native artists including instrumentalists, vocalists, dancers, and ensembles. Master of Ceremonies, Dr. Sigmund Spaeth. Patrons include Mrs. Franklin D. Roosevelt, Governor Lehman, and Mayor La Guardia. Admission, \$1.10 up. Publicity: Mr. Parsky, AS. 4-7454.	
Wednesday	CELANESE'S "GREAT MOMENTS IN MUSIC"	WABC-COLUMBIA NETWORK
March 18	Excerpts from "Cavalleria Rusticana", sung by Jean Tennyson, Jan Peerce and Robert Weede with symphony orchestra conducted by George Sebastian. Publicity: Bureau of Industrial Service, AS. 4-8400.	
Thursday	PREMIERE: "BEDTIME STORY" (Cinema)	RADIO CITY MUSIC HALL, 6TH AVE. AT 50TH
March 19	Gay Columbia picture starring Loretta Young and Fredric March. Publicity: Hortense Schorr, BR. 9-7900.	
Saturday	ANNUAL ISRAEL ORPHAN ASYLUM FASHION SHOW AND REVIEW, MADISON SQ. GARDEN	
March 21	Stars from musical comedy, "Let's Face It", participating in Annual Entertainment and Fashion Review of Israel Orphan Asylum, include: Danny Kaye, Bennie Baker, Mary Jane Walsh, and others. For further details see page 6.	
Monday	BENEFIT PREVIEW: "WITHOUT LOVE"	SHUBERT THEATRE, 225 W. 44TH STREET
March 23	A.W.V.S. Benefit Preview of Philip Barry comedy, presented by Theatre Guild with Katharine Hepburn and Elliott Nugent. Miss Hepburn's costumes by Valentina. Setting by Robert Edmond Jones. Tickets from Burden Littel Bureau, Bonwit Teller. Public opening tentatively set for week of Apr. 6. Publicity: Joseph Heidt, CO. 5-0024.	
<u>JUST</u> <u>POSTPONED</u>		
Thursday	PREMIERE: "REAP THE WILD WIND" (Cinema)	RADIO CITY MUSIC HALL, 6TH AT 50TH
March 26	Paramount picture starring Paulette Goddard directed by Cecil B. DeMille. Costumes designed for Miss Goddard by Natalie Visart have been adapted by Roberta Gowns in crisp, young cottons. Publicity: Aileen Brenon, CH. 4-7040.	
Friday	PREMIERE: "MALE ANIMAL" (Cinema)	STRAND THEATRE, B'WAY AT 47TH ST.
March 27	Warner Brothers picture starring Olivia de Havilland and Henry Fonda. Clothes by Howard Shoup. Publicity: Eve Seigel, CI. 6-1000.	
Tuesday	PREMIERE: "THE MOON IS DOWN"	MARTIN BECK THEATRE, 302 W. 45TH ST.
March 31	Dramatization of John Steinbeck novel, produced by Oscar Serlin with Ralph Morgan, Otto Kruger, Whitford Kane and Joseph Sweeney in cast. Costumes supervised by Rose Bogdanof. Publ.: Harry Forwood, CI. 5-6371.	